

# Comparisons of Job Characteristics

**Focus Occupation: Sales Managers (11-2022)**

**Associated Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 93

**Focus Occupation: Sales Managers (11-2022)**

**Associated Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)**

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Customer and Personal Service	11.3	18.9	17.8	0	Current knowledge level may be sufficient
Sales and Marketing	5.2	14.0	21.6	>>	Current knowledge level is likely more than sufficient
Administration and Management	8.4	13.2	14.7	>	Current knowledge level is likely sufficient
Personnel and Human Resources	5.6	10.2	12.4	>	Current knowledge level is likely sufficient
Economics and Accounting	4.4	7.2	9.8	>>	Current knowledge level is likely more than sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 96

**Focus Occupation: Sales Managers (11-2022)**

**Associated Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)**

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Service Orientation	7.9	10.8	12.6	>	Skill level is likely sufficient
Management of Personnel Resources	6.9	10.7	13.3	>	Skill level is likely sufficient
Persuasion	7.4	10.1	14.2	>>	Skill level is likely more than sufficient
Negotiation	6.8	9.9	12.0	>	Skill level is likely sufficient
Management of Financial Resources	3.3	8.1	9.6	>	Skill level is likely sufficient
Management of Material Resources	3.7	7.1	7.3	0	Current skill level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 87			
Focus Occupation: Sales Managers (11-2022) Associated Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Speech Recognition	9.9	11.5	13.2	>	Current ability level is likely sufficient
Fluency of Ideas	7.6	9.1	12.2	>>	Current ability level is likely more than sufficient
Mathematical Reasoning	6.3	9.0	9.8	0	Current ability level may be sufficient
Number Facility	6.3	8.4	9.5	>	Current ability level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 86
<b>Focus Occupation: Sales Managers (11-2022)</b> <b>Associated Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)</b>		
Work Activities	Exclusivity of Activity	
Analyze sales activities or trends	74	
Assign work to staff or employees	30	
Conduct or attend staff meetings	47	
Conduct sales presentations	75	
Develop budgets	56	
Direct and coordinate activities of workers or staff	3	
Establish employee performance standards	69	
Evaluate information from employment interviews	72	
Evaluate performance of employees or contract personnel	54	
Hire, discharge, transfer, or promote workers	47	
Make presentations	13	
Oversee sales programs	89	
Provide customer service	14	
Recommend personnel actions, such as promotions, transfers, and dismissals	72	
Resolve customer or public complaints	54	
Use knowledge of written communication in sales work	69	

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 86

**Focus Occupation: Sales Managers (11-2022)**  
**Associated Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1
Industry specific software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.